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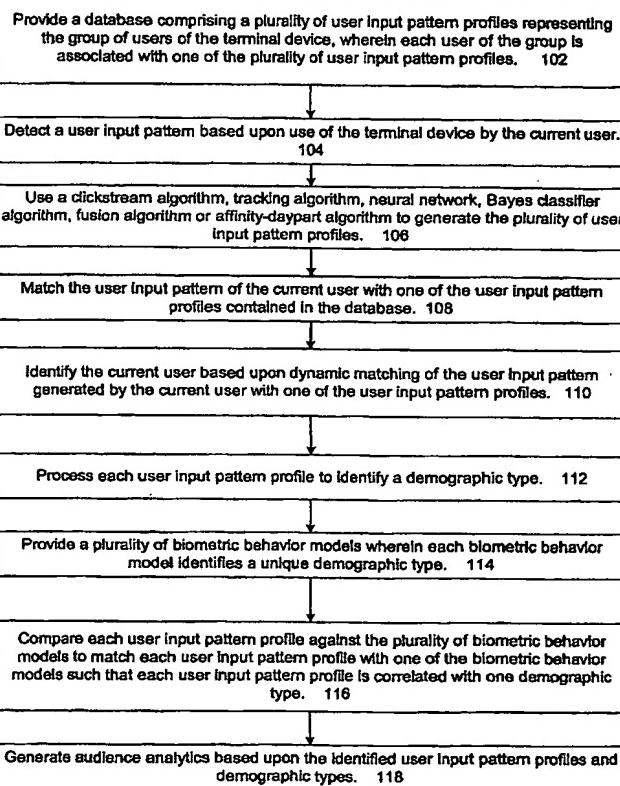
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[Continued on next page]

(54) Title: GENERATING AUDIENCE ANALYTICS



(57) Abstract: The present invention is directed to generating audience analytics that includes providing a database containing a plurality of user input pattern profiles representing the group of users of a terminal device, in which each user of the group is associated with one of the plurality of user input pattern profiles (102). A clickstream algorithm, tracking algorithm, neural network, Bayes classifier algorithm, or affinity-daypart algorithm can be used to generate the user input pattern profiles (106). Each user input pattern profile is compared against the plurality of biometric behavior models to match each user input pattern profile with one of the biometric behavior models such that each user input pattern profile is correlated with one demographic type (116). Audience analytics are then based upon the identified demographic types (118).

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US CL : 705/10

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
U.S. : 705/10

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
East, Proquest

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	Frook, John Evan. Web Add-On Helps Identify Site Visitors. CommunicationsWeek. Manhasset: Oct 30, 1995. pg. 27 from proquest	I-42
A	CacheFlow Delivers clQ Content-Smart Delivery Architecture. Business Wire. New York: Feb 12, 2001. from Proquest. page 2	I-42
Y	US 5,848,396 (Gerace) 8 December 1998, abstract; column 4, lines 11-47; column 6, lines 1-12	I-42
Y	US20010049620 (Blasko, John P) 6 December 2001, abstract; paragraphs 0042, 0043, 0047, 0048,	I-42

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